

# NoMA/ New York Avenue Metro Area

*Vision Plan & Development Strategy*

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## ***Draft Plan - Emerging Recommendations***

### **NoMA Public Meeting #3**

***March 16, 2006***



**DC Office of Planning**  
Government of the District of Columbia  
*Anthony A. Williams, Mayor*



# GOALS *Vision Plan & Development Strategy*

Draft  
Vision Plan

Walkable, transit-accessible, dynamic and diverse **mixed-use neighborhood with retail services**

Draft  
Development  
Strategy

**Connections** between new development, the new Metro station, and the existing nearby residential neighborhoods

**Quality public space** and pedestrian environment with community amenities

Draft  
Neighborhood  
Preservation  
Strategies

Redevelopment that address the **unmet needs of existing nearby communities and preserves their integrity**

**Environmentally friendly** and energy conserving construction

Draft  
Design  
Strategies

Market strength, reinforced by a strong identity and a **high standard of design**

## NoMA Public Meeting #3

*March 16, 2006*



**DC Office of Planning**  
Government of the District of Columbia  
*Anthony A. Williams, Mayor*



# Emerging Recommendations:

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## NEIGHBORHOOD CHARACTER AREAS

Neighborhood Conservation Area

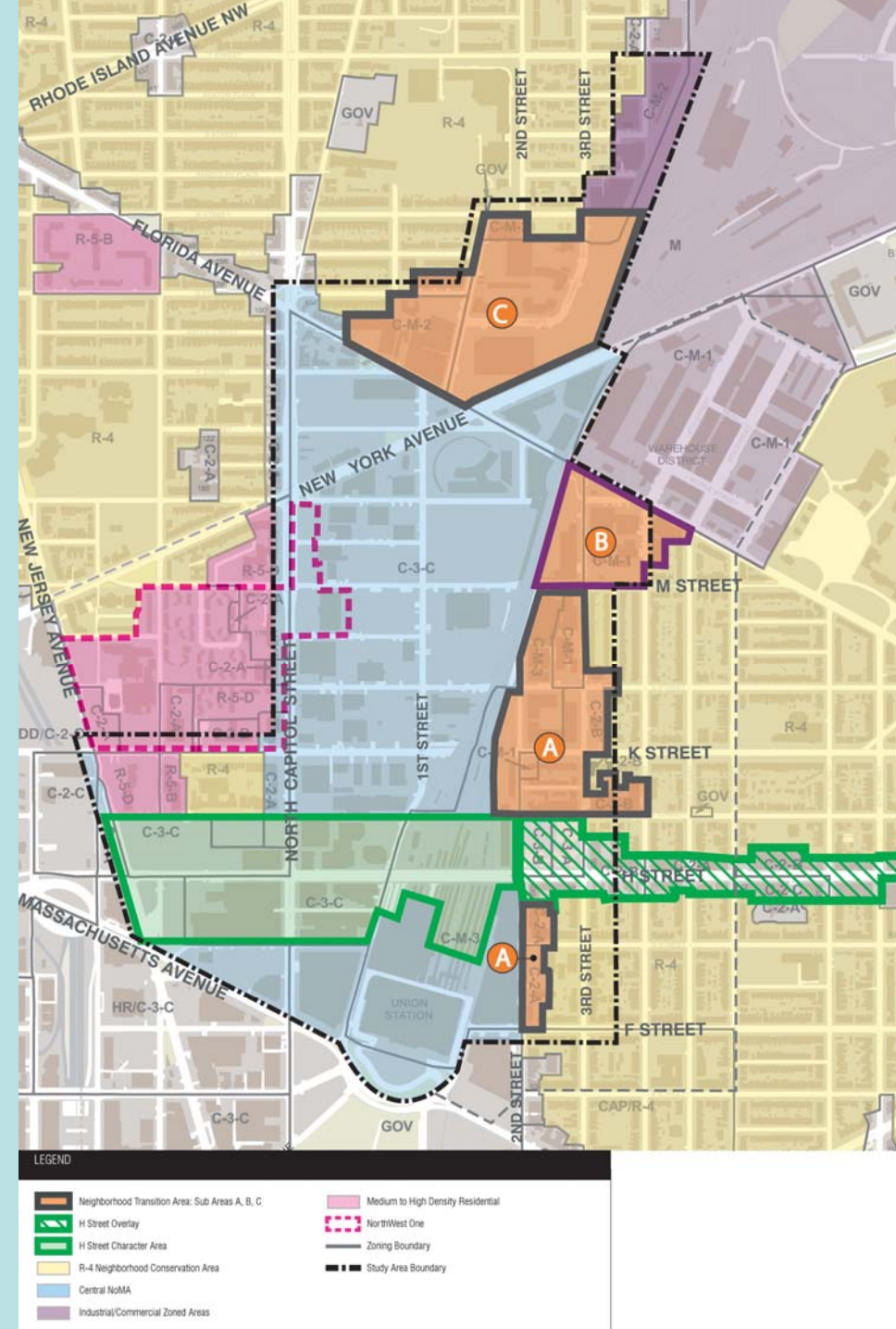
Central NoMA Area

East NoMA Neighborhood  
Transition Area A

NE NoMA Transition Area B

North NoMA Neighborhood  
Transition Area C

H Street Character Area





# Emerging Recommendations:

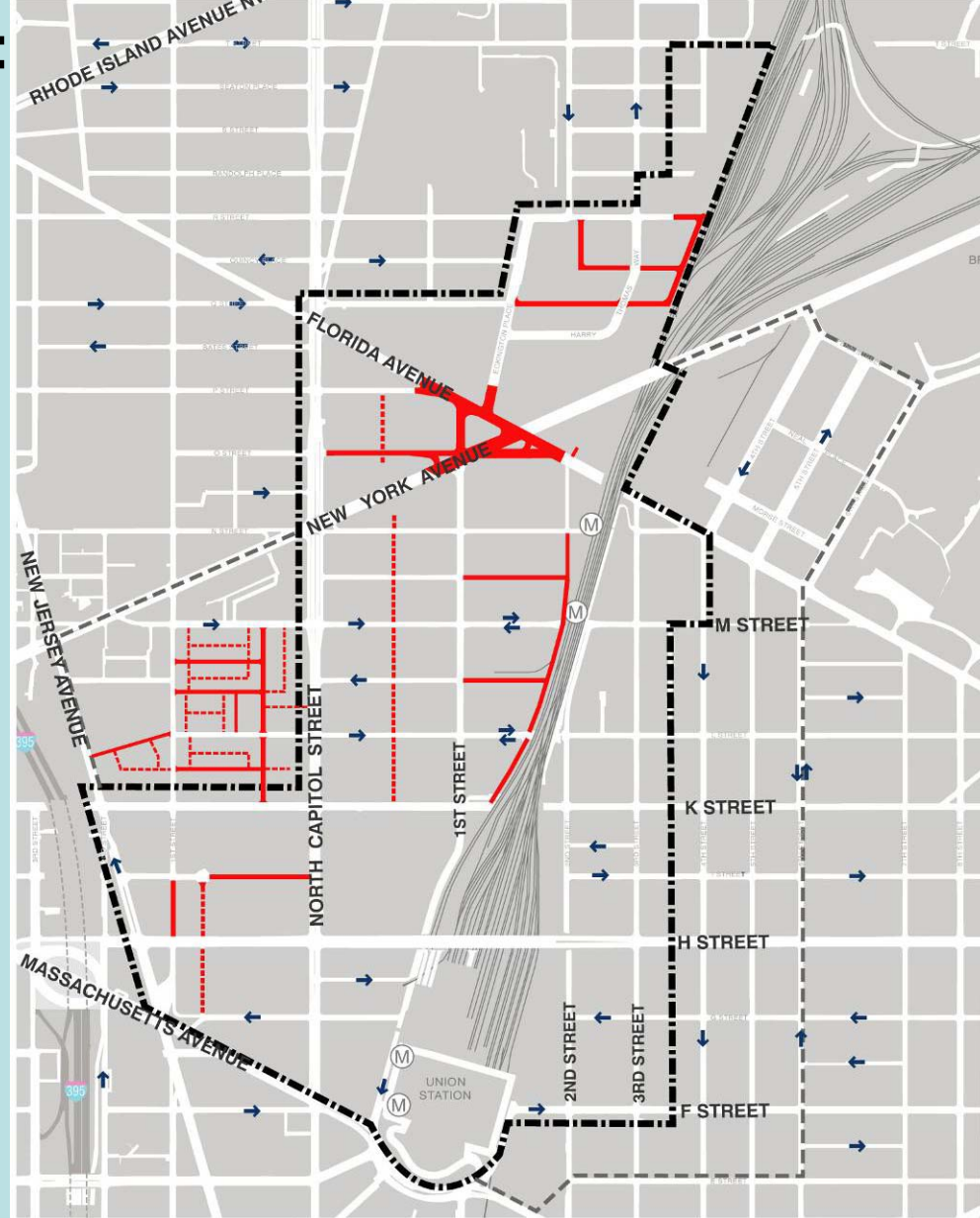
Draft  
Vision Plan

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Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## POTENTIAL NEW ROADS and Conversion of Some One-Way Streets



### LEGEND

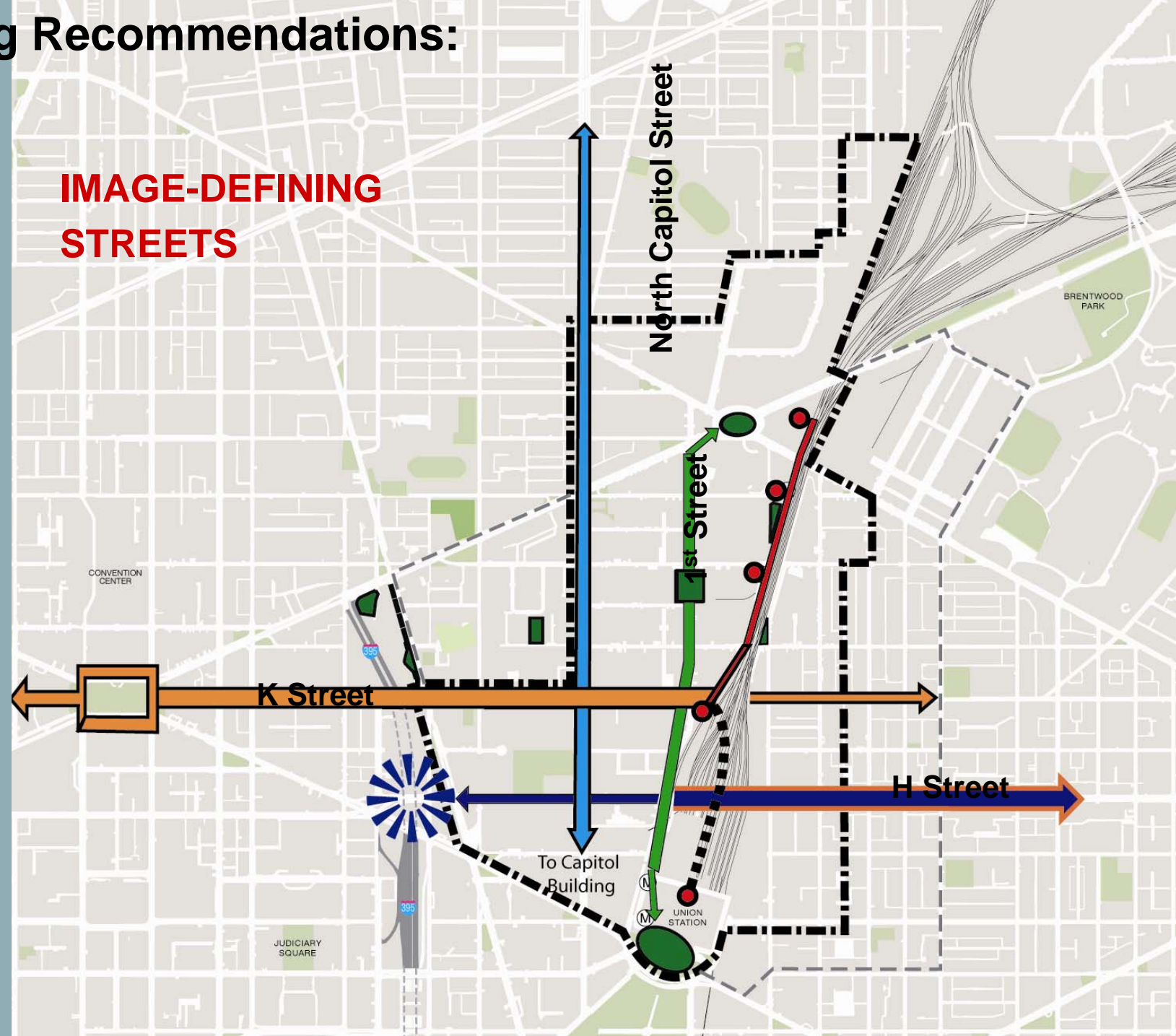
Potential New Roads

- Potential New Road
- Coordinated Mid-Block Service/Alley Access
- Potential 2-Way Street
- One-Way Street
- Change from One-Way to Two-Way Street
- Study Area Boundary



# Emerging Recommendations:

- Draft Vision Plan
- Draft Development Strategy
- Draft Neighborhood Preservation Strategies
- Draft Design Strategies





# Emerging Recommendations:

## Image-Defining Streets

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

- North Capitol Street





# Emerging Recommendations:

## Image-Defining Streets

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

- **North Capitol Street**

- “Front-porch” identity for NoMA & Northwest One
- Ceremonial
- Formal
- ‘Seam’ instead of a barrier
- One of 3 Capitol-view streets
- Retail is secondary





# Emerging Recommendations:

## Image-Defining Streets

Draft  
Vision Plan

- 1<sup>st</sup> Street

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies





# Emerging Recommendations:

## Image-Defining Streets

- **1<sup>st</sup> Street**

- Neighborhood street
- Neighborhood-serving retail
- Intimate scale
- Slower-paced
- Social gathering

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies





# Emerging Recommendations:

## Image-Defining Streets

### K Street

- “Linear park” / wide setbacks
- Potential continuation of Mt. Vernon Triangle streetscape



### K STREET

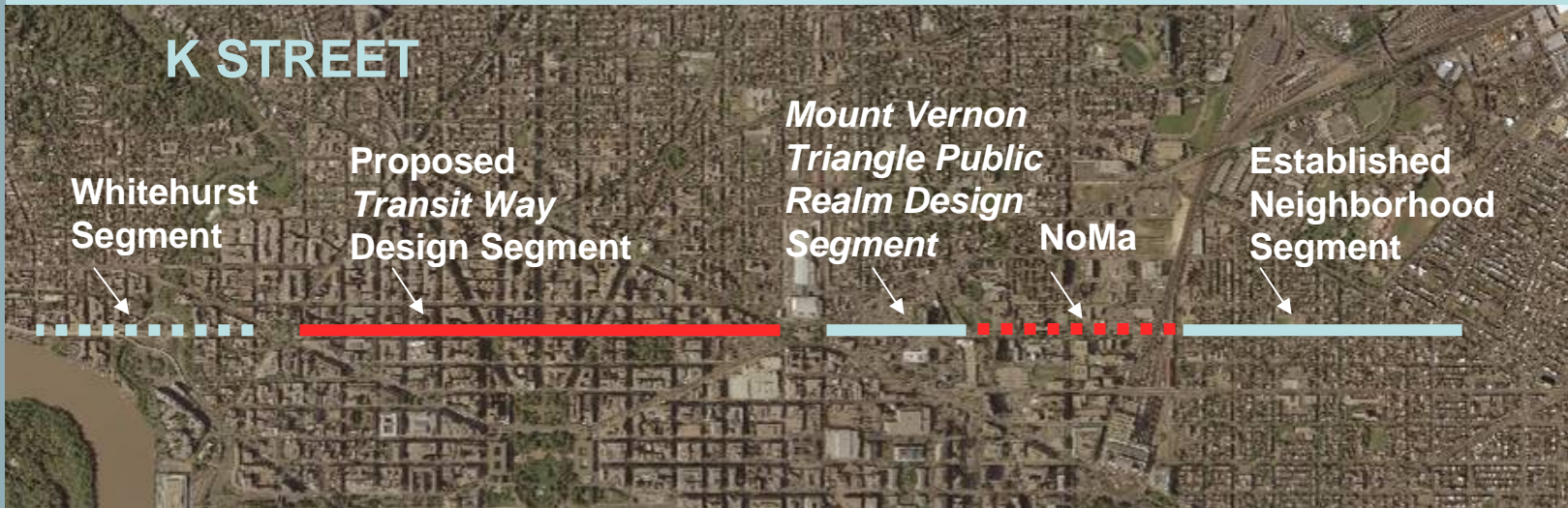
Whitehurst  
Segment

Proposed  
*Transit Way*  
Design Segment

*Mount Vernon  
Triangle Public  
Realm Design  
Segment*

NoMa

Established  
Neighborhood  
Segment



Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

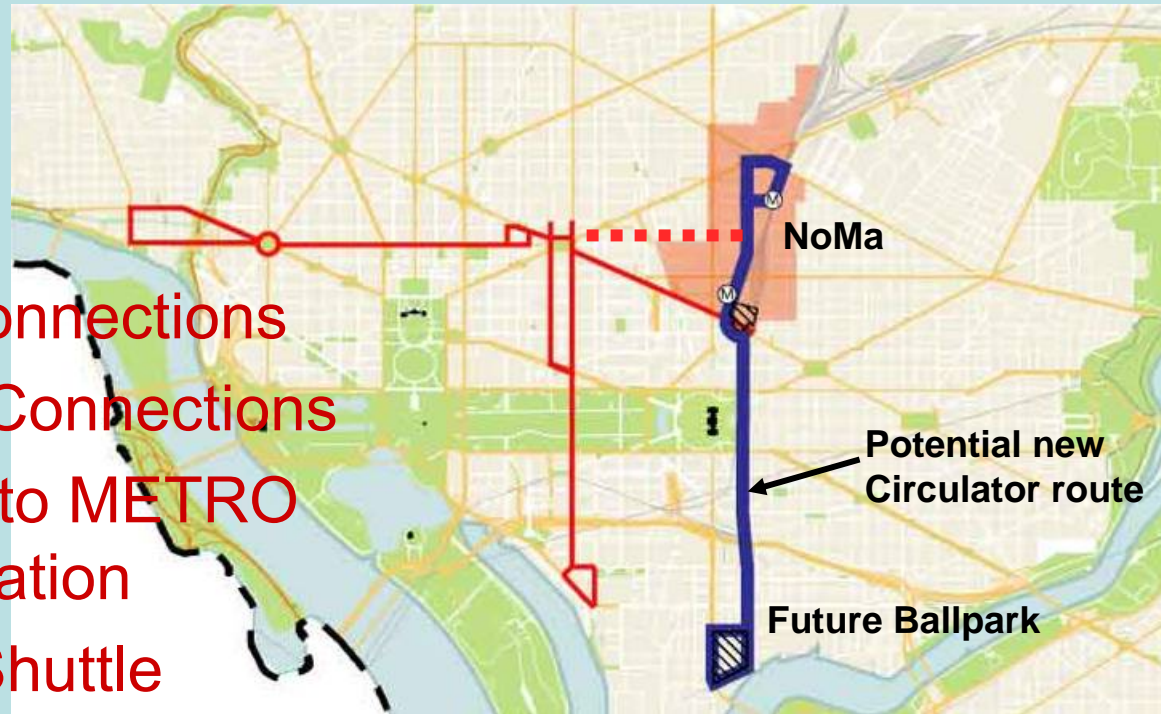
Draft  
Design  
Strategies



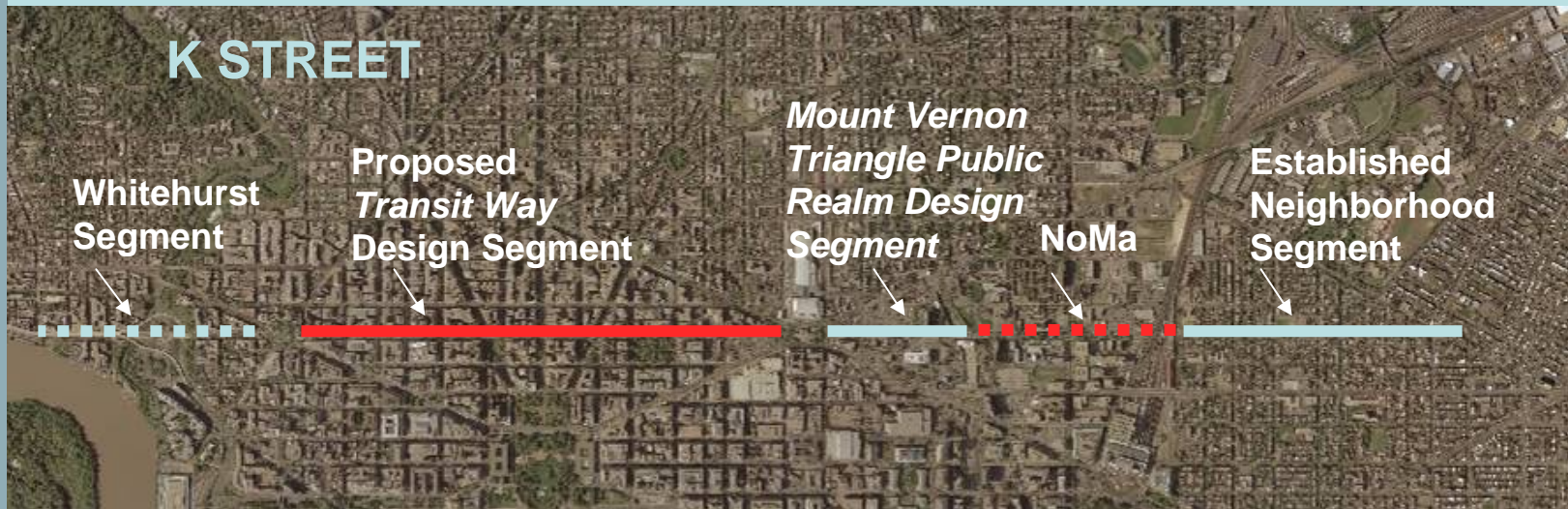
# Emerging Recommendations:

## Transit

- East West Connections
- North South Connections
- Connections to METRO and Union Station
- Short-Term Shuttle



## K STREET



Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies



# Emerging Recommendations:

## Image-Defining Streets

- **H Street**

- Neighborhood connections to the east

- Retail Street Serving several neighborhoods

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

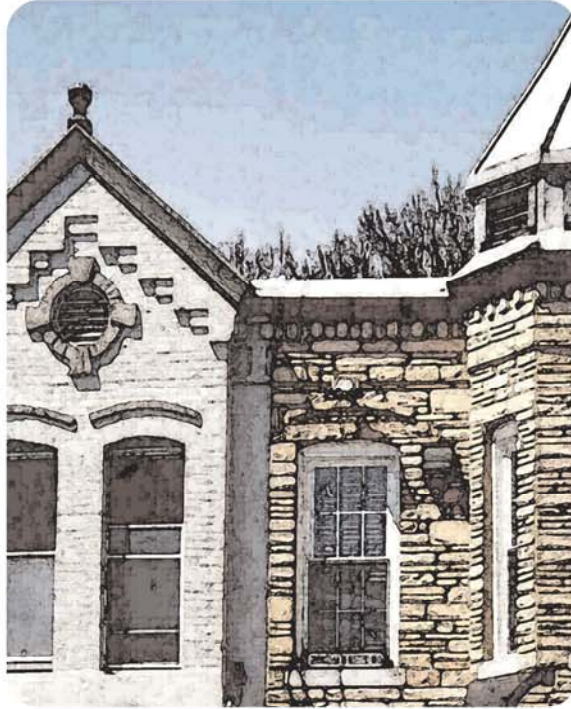




## Retail Corridor: Center of Neighborhood Vitality

# Reviva

Summary of  
The H Street NE  
Strategic  
Development  
Plan





# Emerging Recommendations:

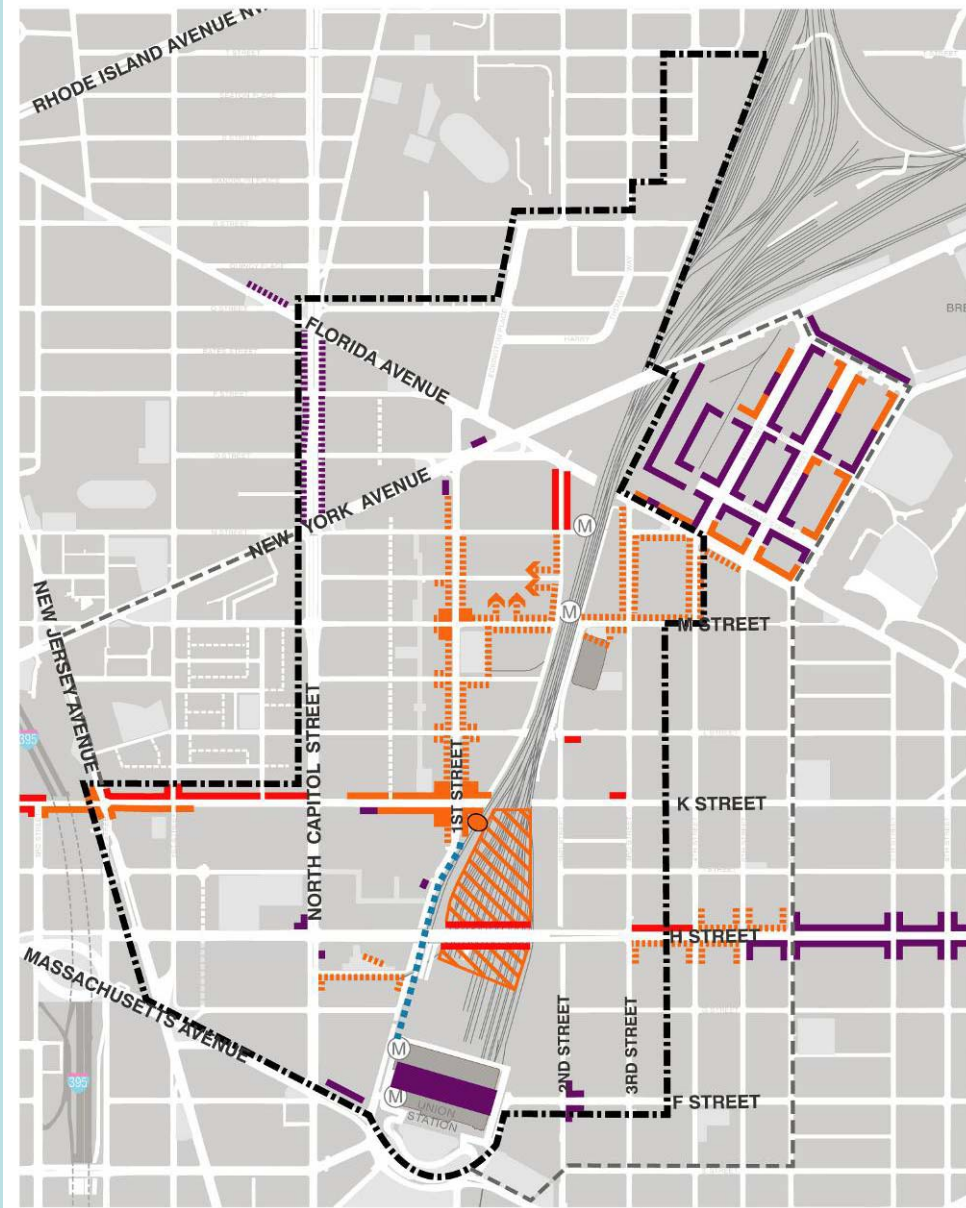
Draft  
Vision Plan

Draft  
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Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## POTENTIAL RETAIL STRATEGY



### LEGEND

Potential Retail/Cultural/Active Ground Floor Use

- Existing Continuous Retail/Cultural/Active Ground Floor Use
- Existing Intermittent Retail/Cultural/Active Ground Floor Use
- Planned Continuous Retail/Cultural/Active Ground Floor Use
- Planned Intermittent Retail/Cultural/Active Ground Floor Use
- Potential Continuous Retail/Cultural/Active Ground Floor Use
- Potential Intermittent Retail/Cultural/Active Ground Floor Use
- Temporary/Vendor Retail
- Open Space
- Link From First Street and K Street to Air Rights Development

- Air Rights Development
- Study Area Boundary



# Emerging Recommendations:

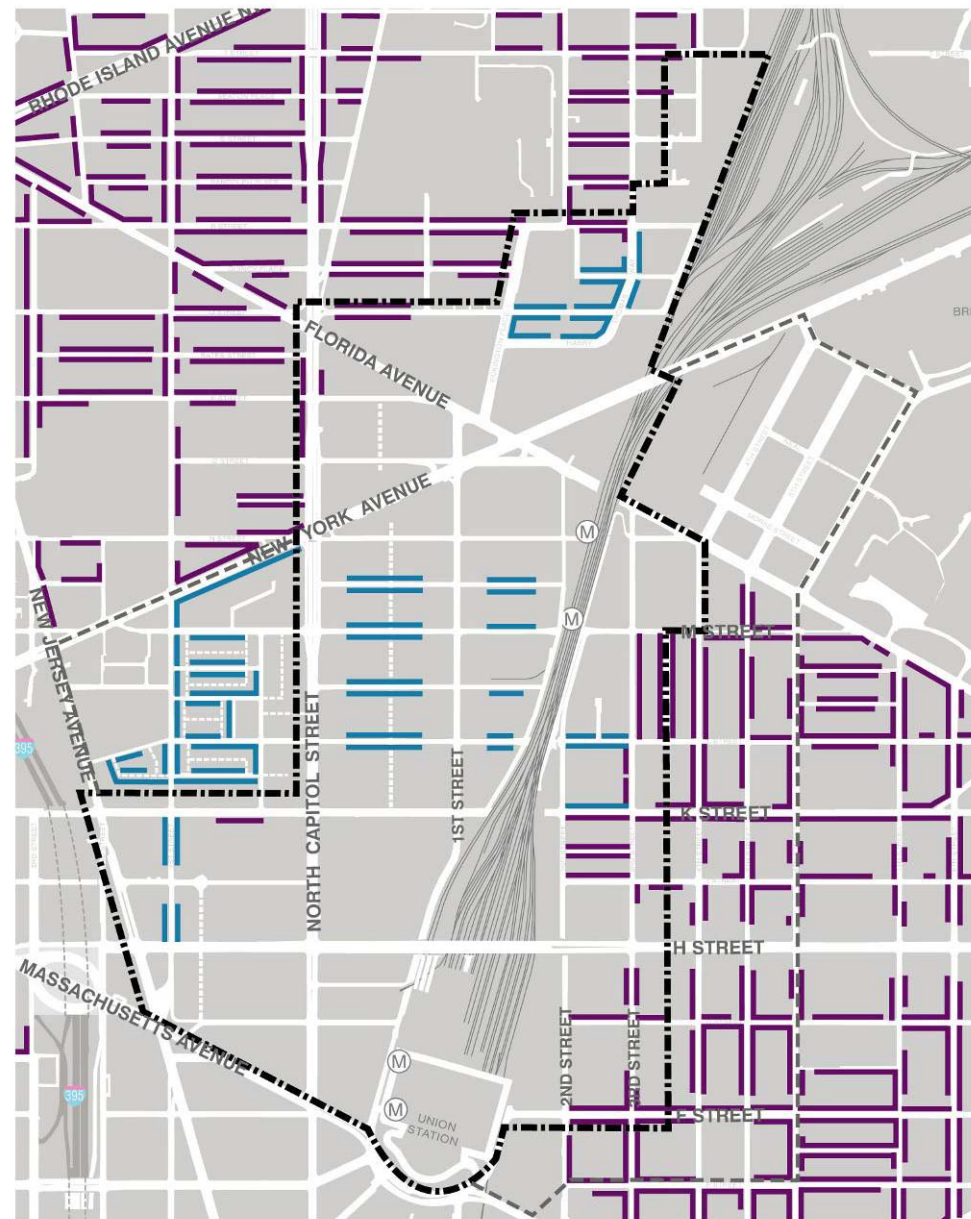
## GROUND FLOOR RESIDENTIAL ENTRANCES

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies



**LEGEND**  
*Potential Ground Floor Residential (Multiple Street Level Entrances)*

- Existing Ground Floor Residential with Multiple Entrances
- Encouraged Ground Floor Residential with Multiple Entrances
- Study Area Boundary
- Context Area Boundary



# Emerging Recommendations:

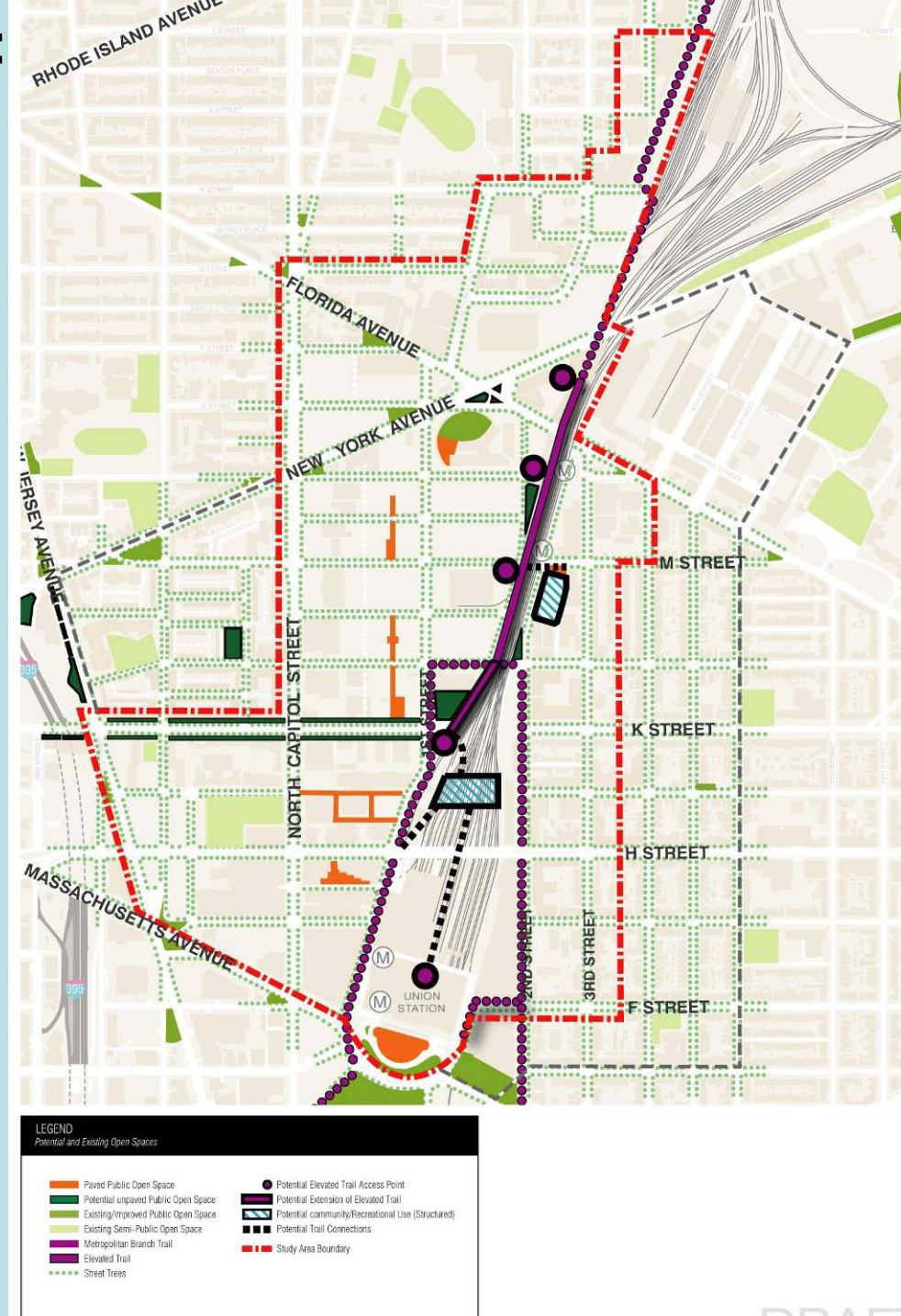
Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## POTENTIAL OPEN SPACE AND PEDESTRIAN CONNECTIONS





# Emerging Recommendations:

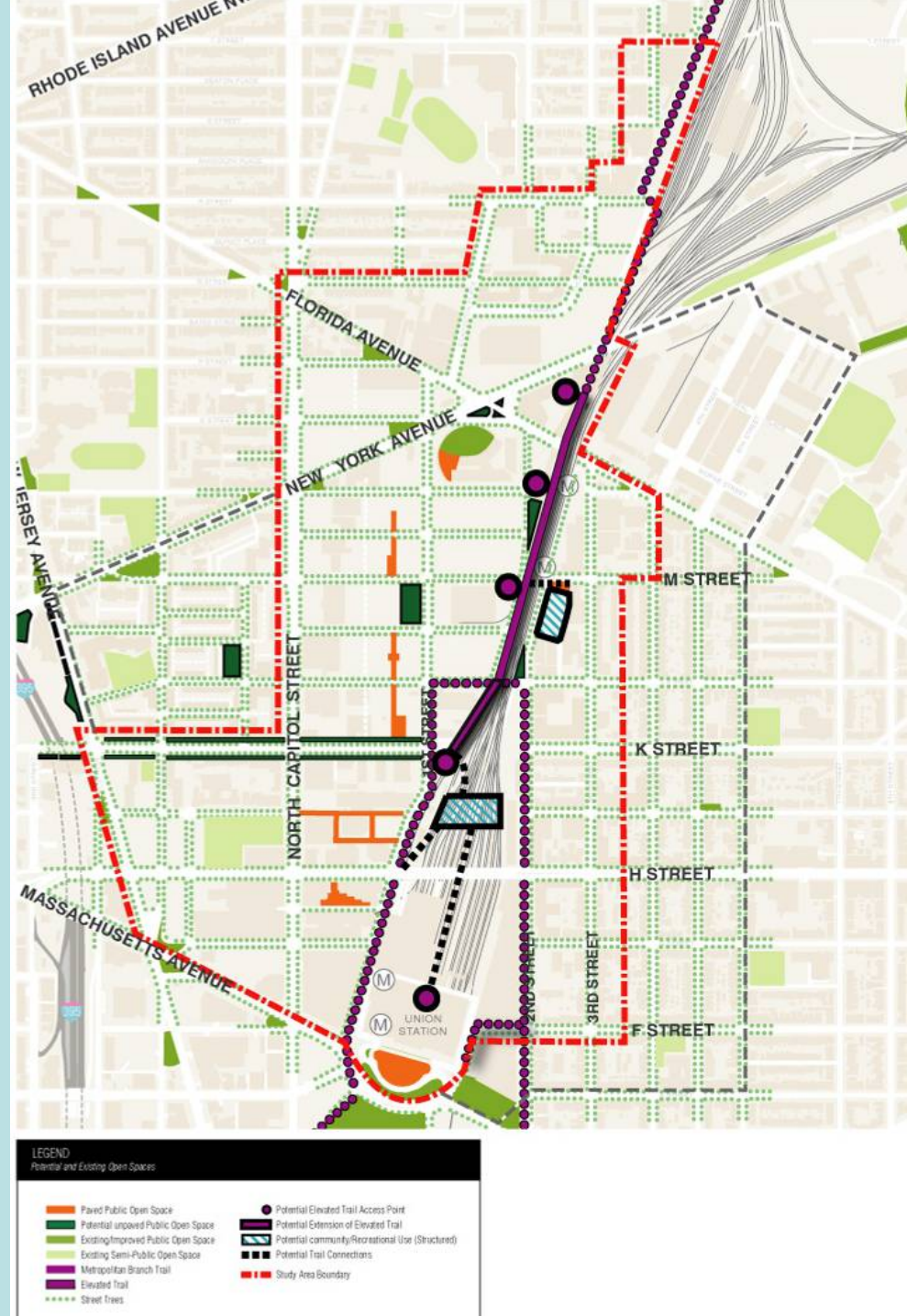
Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## POTENTIAL OPEN SPACE and PEDESTRIAN CONNECTIONS: ALTERNATE 1





# Emerging Recommendations:

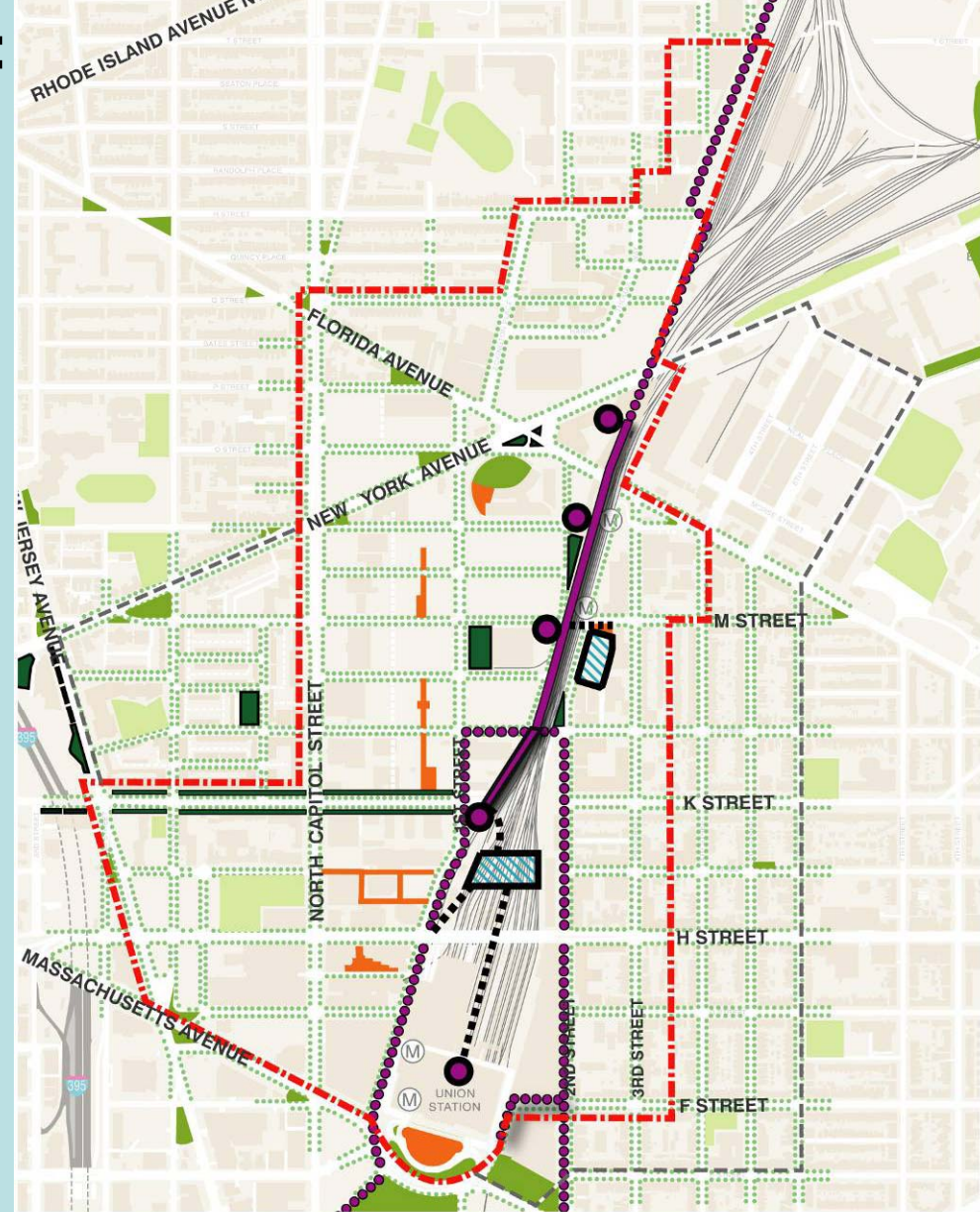
Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## POTENTIAL OPEN SPACE and PEDESTRIAN CONNECTIONS: ALTERNATE 2



### LEGEND

Potential and Existing Open Spaces

- Paved Public Open Space
- Potential unpaved Public Open Space
- Existing/Improved Public Open Space
- Existing Semi-Public Open Space
- Metropolitan Branch Trail
- Elevated Trail
- Street Trees
- Potential Elevated Trail Access Point
- Potential Extension of Elevated Trail
- Potential community/Recreational Use (Structured)
- Potential Trail Connections
- Study Area Boundary



# Emerging Recommendations:

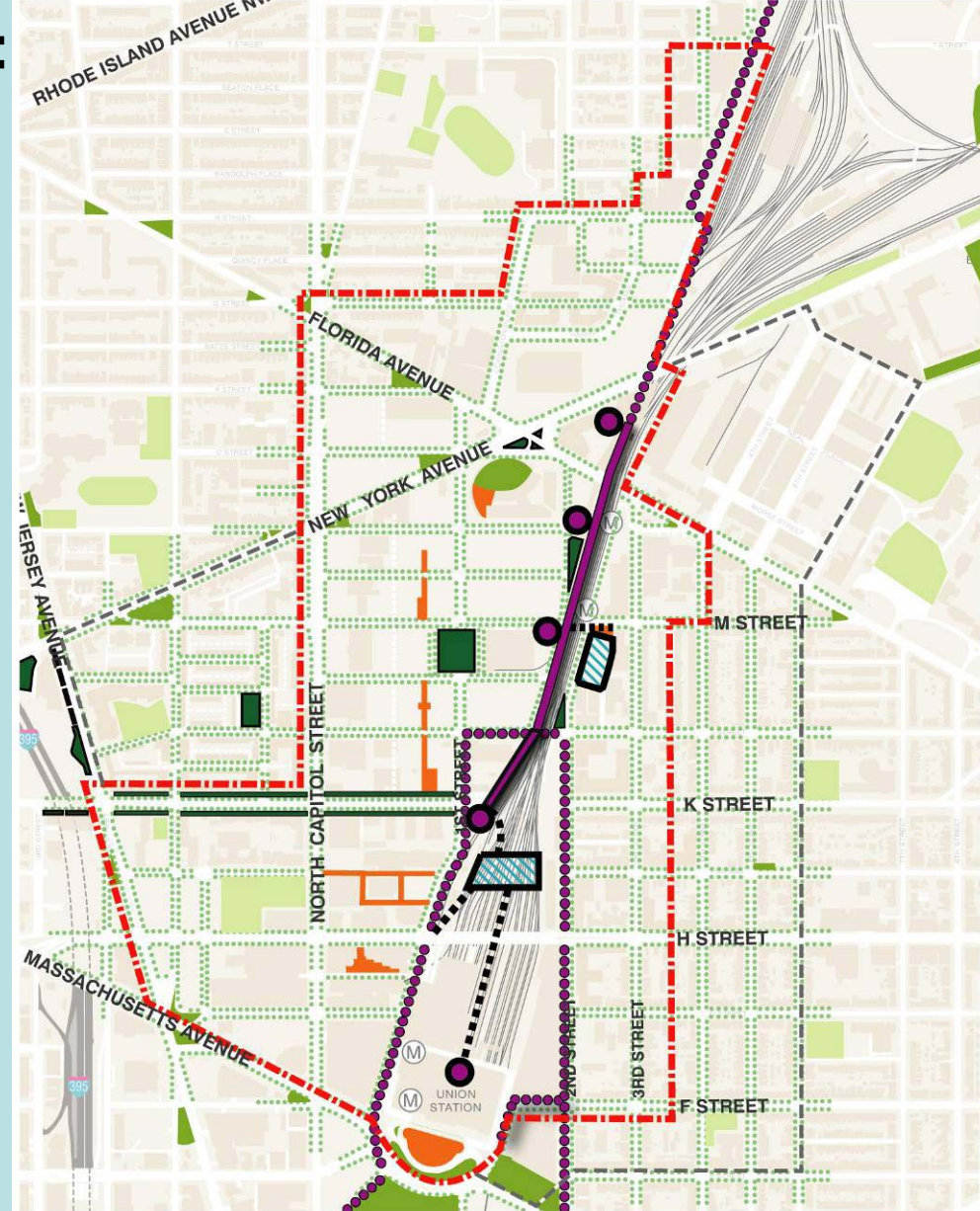
Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

## POTENTIAL OPEN SPACE and PEDESTRIAN CONNECTIONS: ALTERNATE 3



### LEGEND

Potential and Existing Open Spaces

- Paved Public Open Space
- Potential unpaved Public Open Space
- Existing/Improved Public Open Space
- Existing Semi-Public Open Space
- Metropolitan Branch Trail
- Elevated Trail
- Potential Elevated Trail Access Point
- Potential Extension of Elevated Trail
- Potential community/Recreational Use (Structured)
- Potential Trail Connections
- Study Area Boundary
- Street Trees



# Emerging Recommendations:

## NEIGHBORHOOD PRESERVATION STRATEGIES

Draft  
Vision Plan

1. **Define *Character Areas* with Specific Land-use Goals and Development Guidelines**

Draft  
Development  
Strategy

2. **Recommend Neighborhood Transportation Improvements**

Draft  
Neighborhood  
Preservation  
Strategies

3. **Recommend Coordinated Strategy for Location of Retail**

4. **Recommend Recreation and Open-Space Amenities**

5. **Design and Scale Transition Guidelines**

Draft  
Design  
Strategies

6. **Recommend Environmental Sustainability Strategies:  
Energy Use • Air Quality • Water Quality**



# Emerging Recommendations:

## NEIGHBORHOOD CHARACTER AREAS

Neighborhood Conservation Area

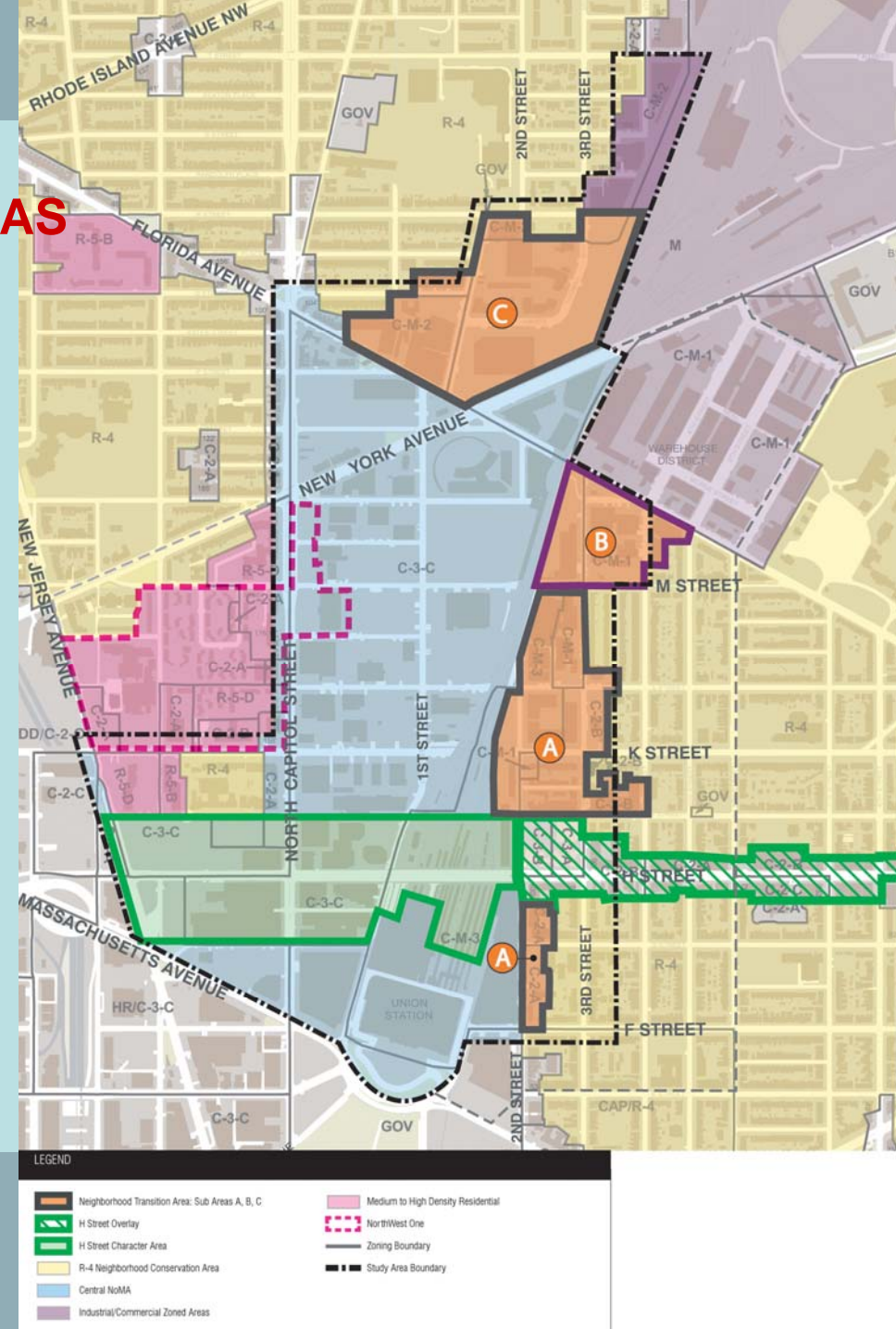
Central NoMA Area

East NoMA Neighborhood –  
Transition Area A

NE NoMA –  
Transition Area B

North NoMA Neighborhood –  
Transition Area C

H Street Character Area





## Neighborhood Conservation Area

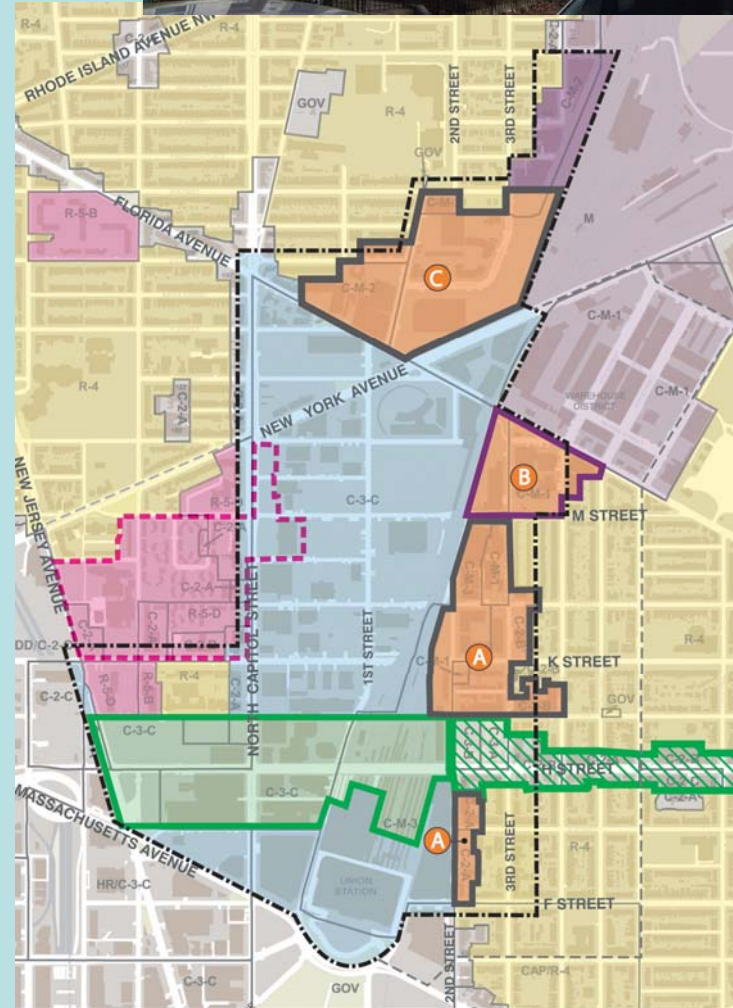
- R-4 zoned areas

- **Primarily low density residential**

- **Preserve and enhance existing rowhouse fabric**

**•Office of Planning would not support zoning changes or PUDs in R-4 rowhouse areas**

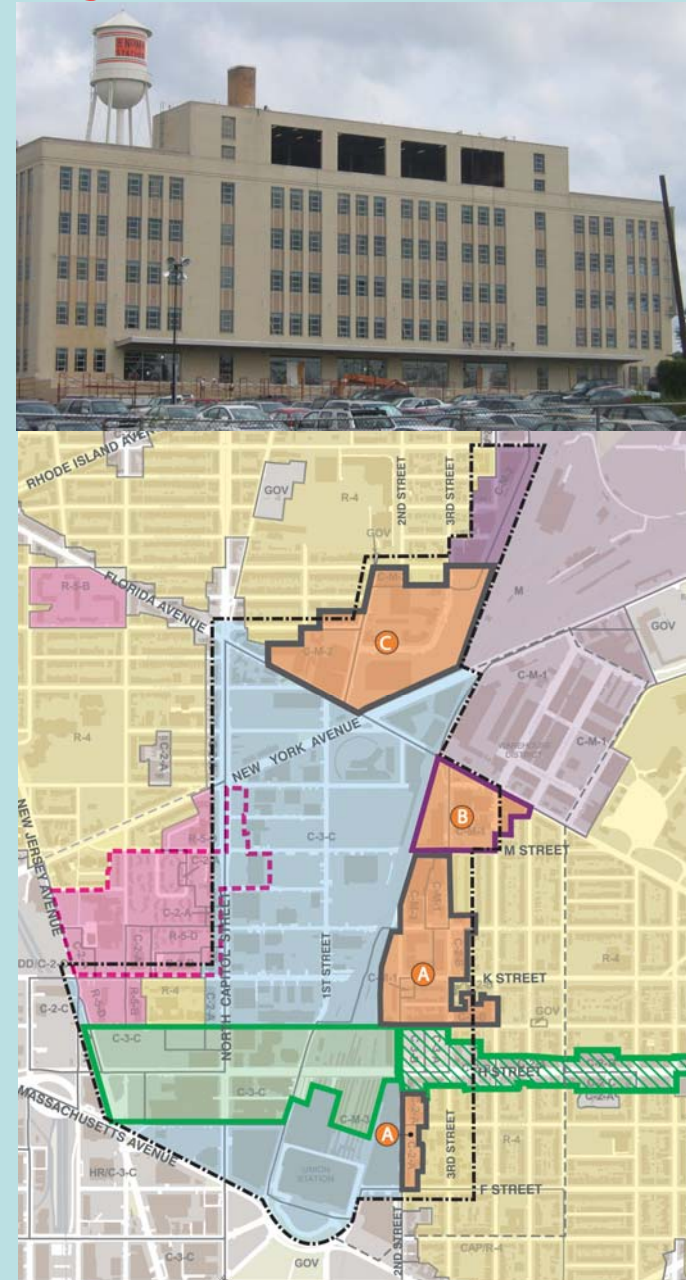
- New housing should be consistent with existing neighborhood fabric





# Central NoMA Area

- Draft  
Vision Plan
- Draft  
Development  
Strategy
- Draft  
Neighborhood  
Preservation  
Strategies
- Draft  
Design  
Strategies





# Emerging Recommendations:

## LAND-USE AND DEVELOPMENT GOALS

### East NoMA Neighborhood – Transition Area A

Draft  
Vision Plan

•C-2-A, C-2-B, C-M-1 and C-M-3 zoned areas east of RR tracks, south of M Street

Draft  
Development  
Strategy

•Primarily moderate to medium density residential

Draft  
Neighborhood  
Preservation  
Strategies

•Higher density residential limited to areas immediately adjacent to the RR tracks

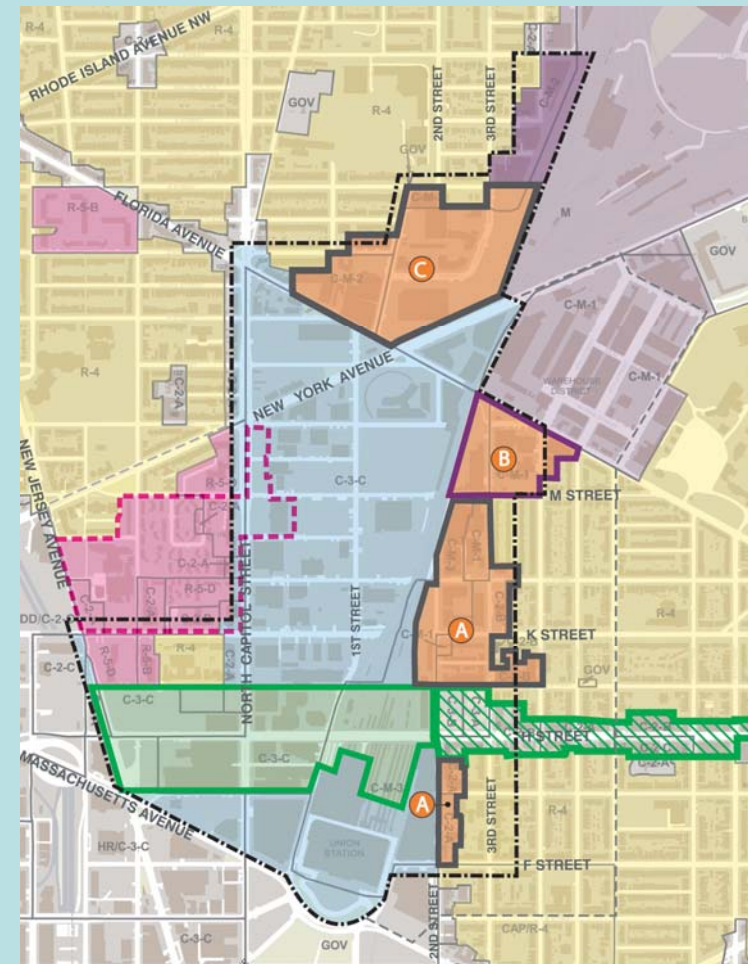
•Limited neighborhood-serving retail (smaller scale uses such as restaurants, coffee shops, dry cleaners, etc.)

Draft  
Design  
Strategies

•Uline Arena - encourage indoor recreation element/ community use; potential for larger retail

•Encourage residential “townhouses” embedded in base of larger buildings (multiple individual entrances)

•Height of new developments should step down close to existing rowhouse fabric





# Emerging Recommendations:

## LAND-USE AND DEVELOPMENT GOALS

### NE NoMA - Transition Area B

Draft  
Vision Plan

- **C-M-1 and C-M-3 zoned areas east of RR tracks; between Florida Ave and M Street**

Draft  
Development  
Strategy

- **Primarily medium to high density uses**

- **Office use discouraged**

Draft  
Neighborhood  
Preservation  
Strategies

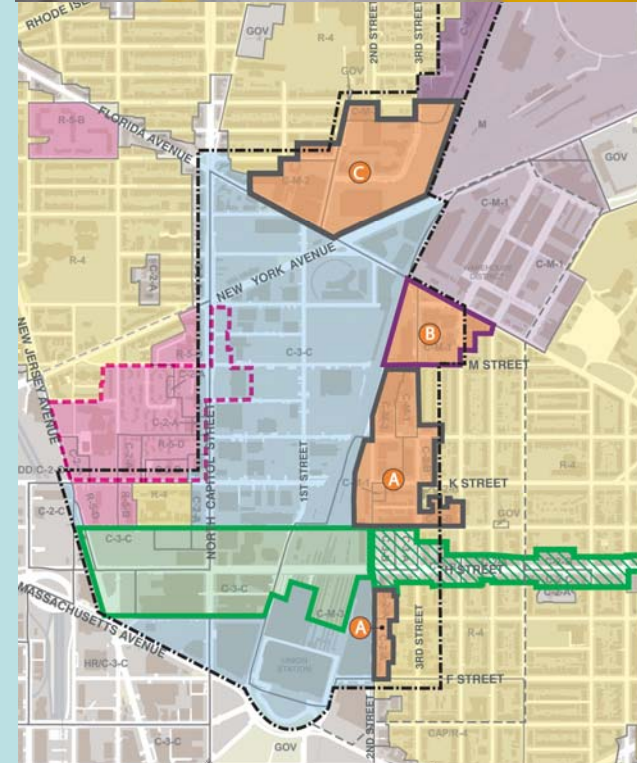
- **Maintain job diversity and production components of area with commercial, light manufacturing, production and retail**

- **Residential associated with live-work**

- **Height of new developments should step down close to existing rowhouse fabric**

- **Higher density limited to areas immediately adjacent to the RR tracks, near NY Ave Metro station**

Draft  
Design  
Strategies





# Emerging Recommendations:

## LAND-USE AND DEVELOPMENT GOALS

### North NoMA Neighborhood - Transition Area C

Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies

- C-M-2 and M zoned areas north of Florida and New York Avenues, west of RR tracks

- Primarily medium to high density uses

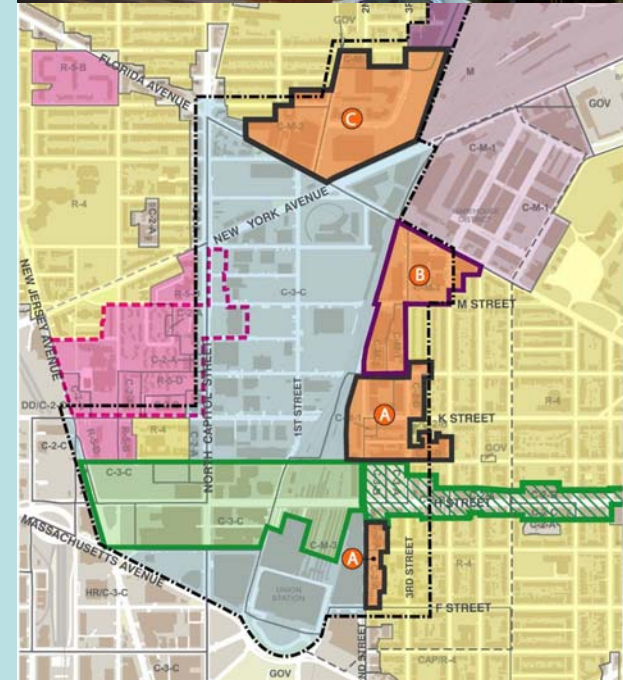
- Commercial and residential mix

- Larger scale, more commercial character closer to Florida Ave/New York Ave intersection and along RR tracks

- Smaller scale, more residential character adjacent to existing residential fabric

- Encourage residential “townhouses” embedded in base of larger buildings (multiple individual entrances)

- Height of new developments should step down close to existing rowhouse fabric



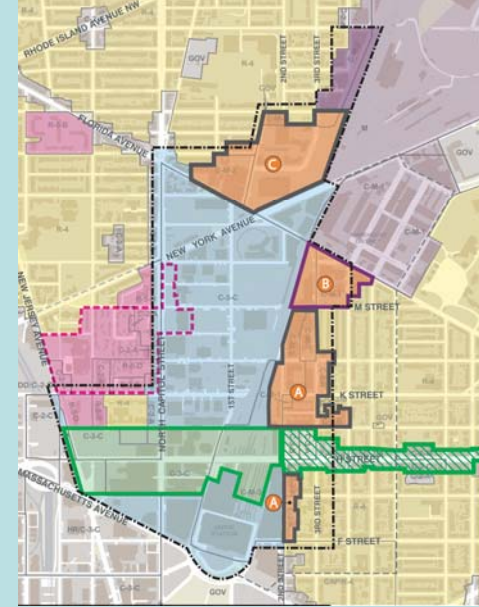


# Emerging Recommendations:

## LAND-USE AND DEVELOPMENT GOALS

### H Street Character Area

- C-3-C and C-M-3 zoned areas along H Street, west of 2<sup>nd</sup> St, NE
- High density uses
- Target 50/50 mix of commercial and residential uses
- Mix of retail uses; neighborhood-serving along H St and anchor potential in air-rights development over RR tracks
- Potential recreation element as part of air rights development
- Emphasize existing character asset of brick architecture (GPO)
- North Capitol Street as a “seam” instead of a barrier



Draft  
Vision Plan

Draft  
Development  
Strategy

Draft  
Neighborhood  
Preservation  
Strategies

Draft  
Design  
Strategies



# Emerging Recommendations: **Design and Scale Transition Strategies**

## Neighborhood Preservation Strategies

Active Ground  
Floors

Streetwall  
Definition &  
Variety

Materials &  
Durable Quality

Creative Façade  
Composition

Respect for  
Historic  
Buildings

Quality Retail  
Design

**Height  
Transitions**



**13<sup>th</sup> and U St**



# Emerging Recommendations: Design and Scale Transition Strategies

## Neighborhood Preservation Strategies

14<sup>th</sup> and Q St

Active Ground  
Floors

Streetwall  
Definition &  
Variety

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Durable Quality

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# Emerging Recommendations: **Design and Scale Transition Strategies**

## Neighborhood Preservation Strategies

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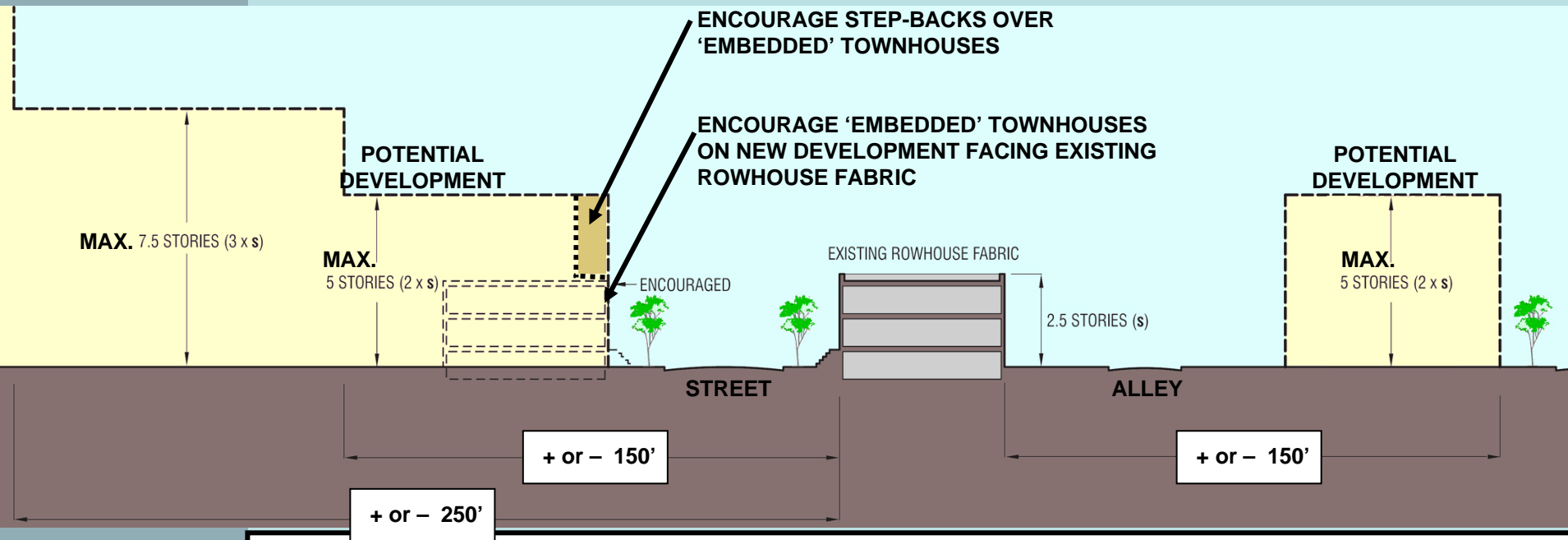
**1400 Block of  
Church St**





## Emerging Recommendations:

### THEORETICAL BUILD OUT SECTION



#### BASIC PRINCIPLES:

Height Limits on new development should step down close to existing rowhouse fabric; and may step up towards railroad tracks.

#### Sample Implementation:

- Within a certain number of feet, e.g., + or -150 feet, of existing rowhouse fabric, max. height = x times # of existing rowhouse stories
- Within a larger number of feet, e.g., + or - 250 feet, of existing rowhouse fabric, max. height = y times # of existing rowhouse stories



# Emerging Recommendations: **Design and Scale Transition Strategies**

**Active Ground Floors**

## **ACTIVE GROUND FLOORS: FRAMING THE STREET**

Encourage active lower floor uses and pedestrian-oriented design at ground floor. Avoid large 'motor court' drop-offs.

Streetwall  
Definition &  
Variety

Materials &  
Durable Quality

Creative Façade  
Composition

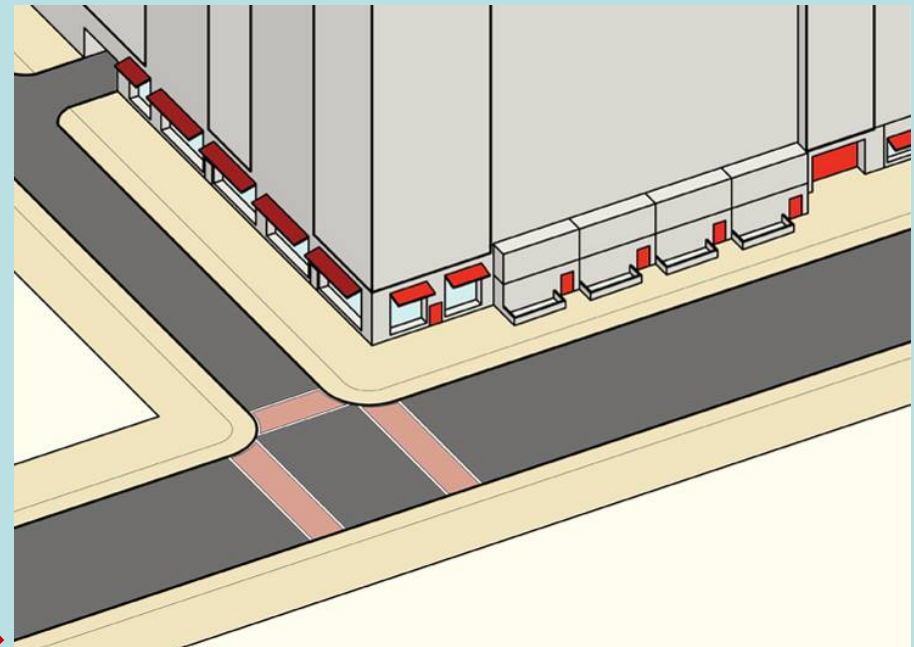
Respect for  
Historic  
Buildings

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Height  
Transitions



Discouraged



Encouraged



# Emerging Recommendations: Design and Scale Transition Strategies

Active Ground  
Floors

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Respect for  
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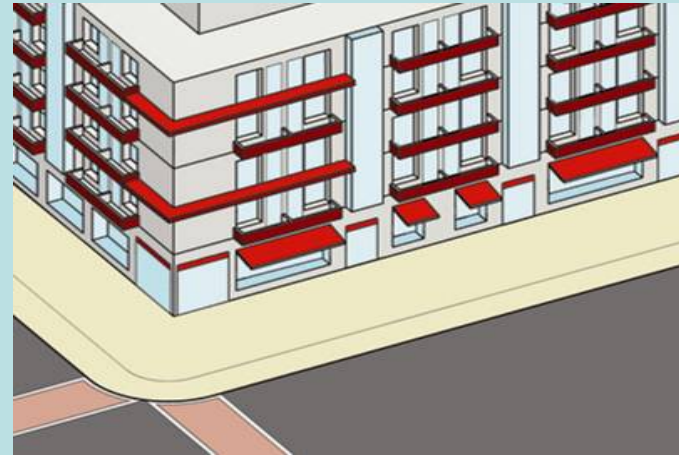
Height  
Transitions

## STREETWALL DEFINITION & VARIETY

Encourage balconies and bay windows to animate residential building facades.



Discouraged



Encouraged



# Emerging Recommendations: Design and Scale Transition Strategies

Active Ground Floors

Streetwall Definition & Variety

Materials & Durable Quality

Creative Façade Composition

Respect for Historic Buildings

Quality Retail Design

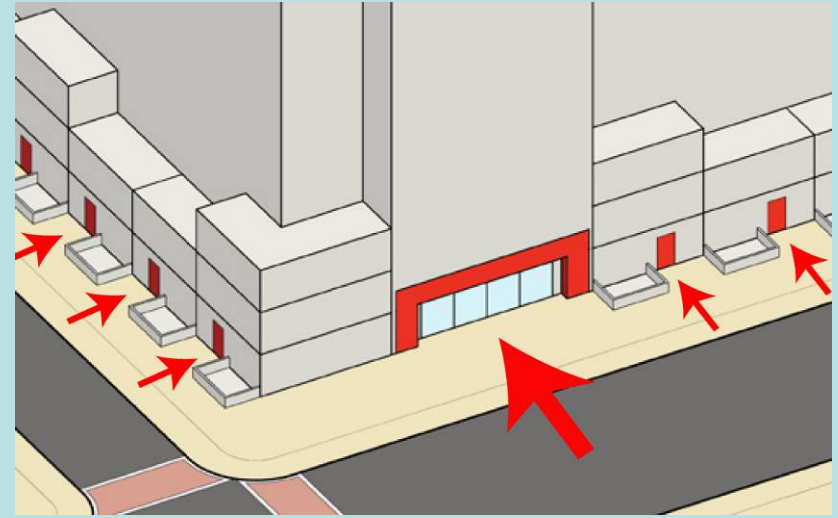
Height Transitions

## STREETWALL DEFINITION & VARIETY

In residential buildings, encourage individual entrances to ground-floor units.



Discouraged



Encouraged



# Emerging Recommendations: Design and Scale Transition Strategies

Active Ground Floors

Streetwall Definition & Variety

Materials & Durable Quality

Creative Façade Composition

Respect for Historic Buildings

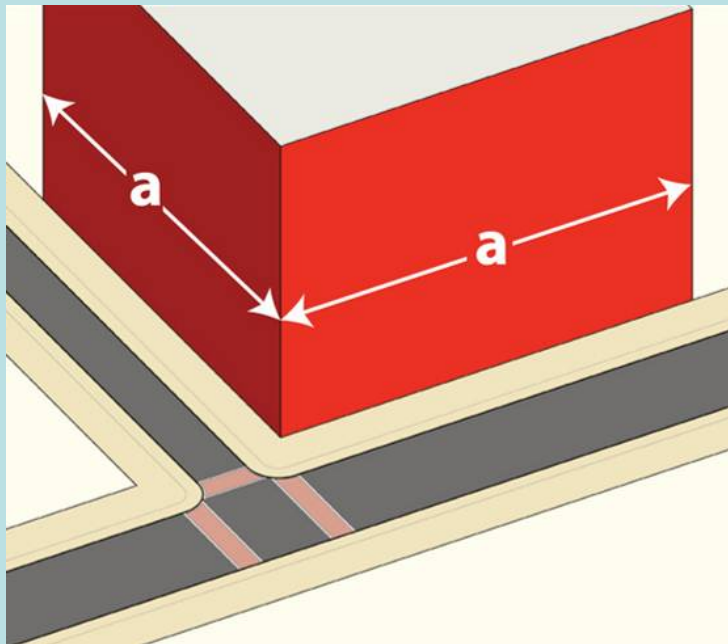
Quality Retail Design

Height Transitions

## STREETWALL DEFINITION & VARIETY:

Encourage Preferred maximum building “streetwall” length of:

- Lesser length in Neighborhood Transition Areas
- Greater length in all other areas



a = Streetwall Length

Techniques:

- Division into multiple buildings
- Major break or articulation of the façade
- Significant Change in façade design

(Exceptions may be considered)



# Emerging Recommendations: Design and Scale Transition Strategies

Active Ground Floors

Streetwall Definition & Variety

Materials & Durable Quality

Creative Façade Composition

Respect for Historic Buildings

Quality Retail Design\

Height Transitions

## STREETWALL DEFINITION & VARIETY:

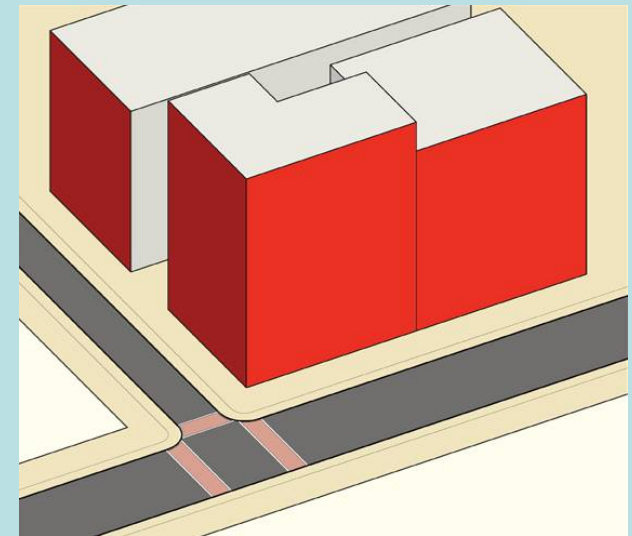
Encourage Preferred maximum building “streetwall” length of:

- Lesser length in Neighborhood Transition Areas
- Greater length in all other areas

### Division into multiple buildings



Discouraged



Preferred: Multiple Buildings



# Emerging Recommendations: Design and Scale Transition Strategies

Active Ground Floors

Streetwall Definition & Variety

Materials & Durable Quality

Creative Façade Composition

Respect for Historic Buildings

Quality Retail Design

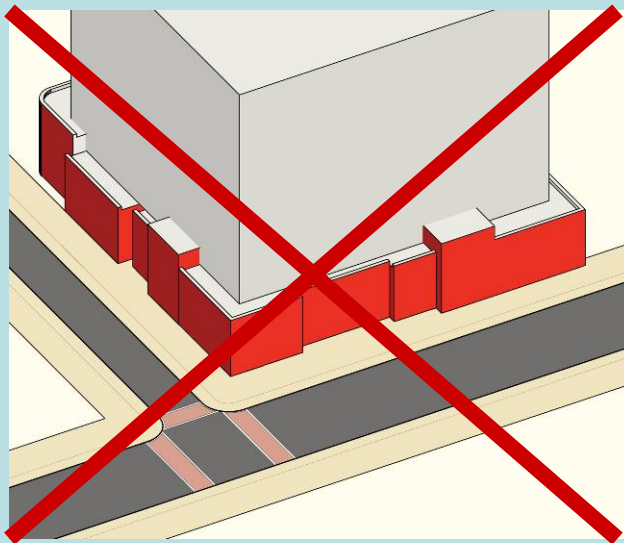
Height Transitions

## STREETWALL DEFINITION & VARIETY:

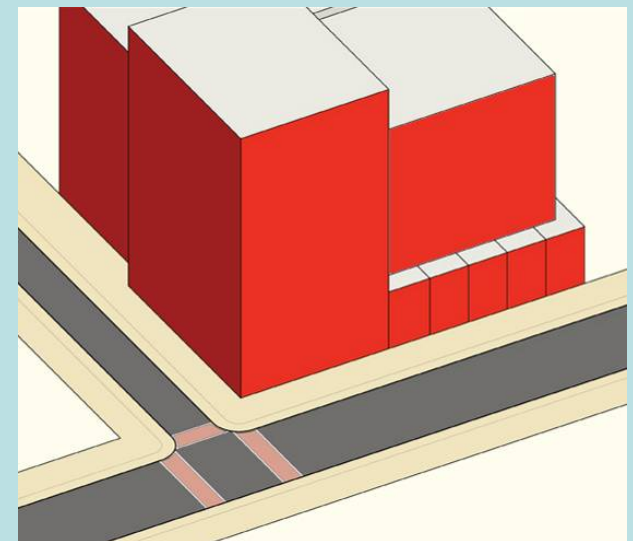
Encourage Preferred maximum building “streetwall” length of:

- Lesser length in Neighborhood Transition Areas
- Greater length in all other areas

**Major break/articulation, or significant change of massing/façade design**



**Less Preferred:** A single building w/ base designed to look like multiple ‘fake’ buildings



**Preferred:** Single building w/ articulated massing



# Emerging Recommendations: **Design and Scale Transition Strategies**

Active Ground  
Floors

Streetwall  
Definition &  
Variety

**Materials &  
Durable Quality**

Creative Façade  
Composition

Respect for  
Historic  
Buildings

Quality Retail  
Design

Height  
Transitions

## **MATERIALS AND DURABLE QUALITY**

Encourage high quality materials for the entire building, with a special emphasis on detailing and durability for the first 2 floors.



Encouraged

- Retail facades should be designed as storefronts with minimum of 75% (approx.) clear glass at sidewalk level
- Richer materials, more intensive details and lighting to enhance pedestrian views at the first 2 floors
- Avoid easily damaged materials, such as EIFS at first 2 floors



# Emerging Recommendations: **Design and Scale Transition Strategies**

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Durable Quality

**Creative Façade  
Composition**

Respect for  
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Buildings

Quality Retail  
Design

Height  
Transitions

## **CREATIVE FAÇADE COMPOSITION**

Encourage a rich layering of architectural elements throughout the building that include, but are not limited to:



Encouraged

- Break repetition both vertically and horizontally
- Variety of window types and scale
- Changes in material
- Recess lines
- Roof gardens
- Expression of building openings
- Bay windows
- Balconies
- Overhangs
- Sunscreens
- Low garden walls



# Emerging Recommendations: Design and Scale Transition Strategies

Active Ground Floors

Streetwall Definition & Variety

Materials & Durable Quality

Creative Façade Composition

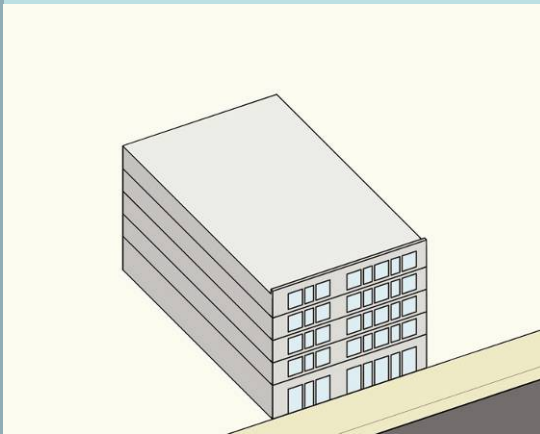
**Respect for Historic Buildings**

Quality Retail Design

Height Transitions

## RESPECT FOR HISTORIC BUILDINGS

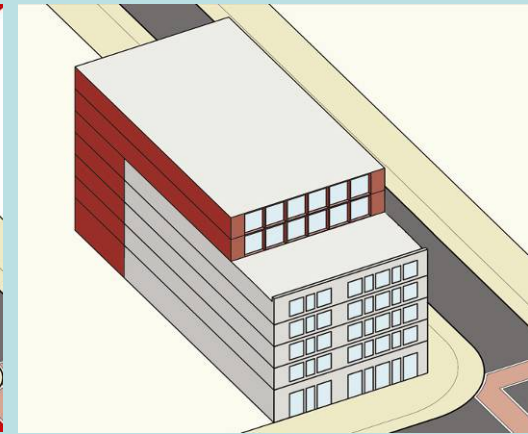
In preservation and adaptive re-use of buildings with historic value: entire structure should be maintained, historic fabric should be restored, significant interior spaces maintained; rooftop and rear additions are permitted.



Existing Building



Discouraged: '*Facadectomy*'



Encouraged: Potential Addition



# Emerging Recommendations: **Design and Scale Transition Strategies**

Active Ground Floors

Streetwall Definition & Variety

Materials & Durable Quality

Creative Façade Composition

Respect for Historic Buildings

**Quality Retail Design**

Height Transitions

## **QUALITY RETAIL DESIGN: TRANSPARENCY**

Encourage significant glass coverage for transparency & views:



Discouraged



Encouraged

- Discourage tinted glass
- Opaque, smoked or decorative glass for accents only
- Maintain minimum 75% (approx.) glass coverage for overall storefront dimensions
- Ground floor window tops no lower than 9' above sidewalk



# Emerging Recommendations: **Design and Scale Transition Strategies**

Active Ground  
Floors

Streetwall  
Definition &  
Variety

Materials &  
Durable Quality

Creative Façade  
Composition

Respect for  
Historic  
Buildings

**Quality Retail  
Design**

Height  
Transitions

## **QUALITY RETAIL DESIGN: VARIETY**

Encourage a combination of storefront types in adjacent or within single buildings to create variety and visual interest.



Recessed Entries



Projecting Entries



Double-Level Storefronts